



the drawing board, inc.

256 REGAL ROW • DALLAS, TEXAS 75221

***stay
on top
in***



1971

ELEVEN PROVEN WAYS TO MAKE IT HAPPEN!

BULK RATE

U. S. POSTAGE

PAID

PERMIT NO. 3137

DALLAS, TEXAS

THEODOR H NELSON
458 W 20TH ST
NEW YORK NY 10011



STAY ON TOP ORDER FORM

COMPLETE IF DIFFERENT
FROM LABEL

PLEASE USE THIS ORDER FORM
FOR YOUR FIRST ORDER

Is your address correct? Please make any necessary changes. We will ship to the address at lower right unless otherwise instructed.

☐ Check enclosed

☐ Bill me later

☐ Please include my **FREE Memo-Calendar**

Have you ordered from us before? yes ☐ no ☐

If your company requires it, please attach
Purchase Order.

SHIP TO:

Company Name _____

Your Name _____

Street Address _____

City _____ State _____

Zip _____ Phone _____

Please do not obliterate old address

THEODOR H NELSON
458 W 20TH ST
NEW YORK NY 10011

Signed by _____

Phone _____ Area Code _____

PERSON ORDERING (Please Print) _____

DATE _____

	Quantity	Product Item (by number only)	Type Style	Paper Color	Ink Color	Price		For office use only.
1								
2								
3								
4								
NOTES: ★ Add \$8.50 if we must make cut of your trademark or other art, and send clear, sharp copy of art or special sig desired. * Please specify red or black ink on forms where choice is permitted. For any other color, add \$12.00. † Add \$1.50 for numbering. Unless otherwise specified, numbering will start at 100. ‡ If you prefer another type style to the one shown on the item you order, add a flat \$3.50 for up to three lines, plus \$1.00 per line thereafter, and send sample of style you prefer. Only LINOTYPE styles can be substituted — otherwise cut must be made. Texas residents please add 4¼ % state and city sales tax.					CUT CHARGE ★			
					INK CHARGE *			
					NUMBERING †			
					SPECIAL TYPE ‡			
					ADDITIONAL TYPE			
					TAX			
					TOTAL			

PLEASE PRINT OR TYPE
IMPRINT COPY FOR PRODUCT ITEM(S) NO. _____

PLEASE PRINT OR TYPE
IMPRINT COPY FOR PRODUCT ITEM(S) NO. _____

PLEASE PRINT OR TYPE
IMPRINT COPY FOR PRODUCT ITEM(S) NO. _____

PLEASE PRINT OR TYPE
IMPRINT COPY FOR PRODUCT ITEM(S) NO. _____



Did you know . . .

THE DARTNELL CORP. REPORTS:

"... the average cost of a business letter is \$3.05. Secretarial costs account for 63% of this figure."

Note-O-Grams eliminate dictating, transcribing, and filing costs. "The Boss" finds it simple to do much of his own last minute mail himself. They cut stationery costs too.

Note-O-Grams are the perfect low cost correspondence form for all types of businesses.

The usefulness and economy of the Note-O-Gram System of Correspondence has been proved by thousands of companies over the years from all parts of the nation, from Bangor, Maine, to San Diego, California; from Anchorage, Alaska to Ft. Meyers, Florida.

Join the ranks of these successful companies who depend on this system for effective internal and external correspondence.

- Radio Corporation of America
- McGraw Hill Co.
- International Harvester Co.
- Jack Winters Slacks, Inc.
- National Plumbing Company
- Levi Strauss Company
- Jerry Lewis Productions
- General Tire and Rubber
- General Motors Corporation
- Coca-Cola
- Borg-Warner Industrial Cranes
- Dr Pepper
- Music Corporation of America
- Southern Baptist Convention
- Cory Coffee
- Green Giant Foods Co.
- Braniff International Airlines
- Dover Conveyor and Equipment Co.
- Western Auto Stores
- State Farm Insurance
- Pacific Architects
- Magnavox Radio and Television
- U.S. Air Force
- American Telephone & Telegraph
- Xerox
- Capitol Records
- Pizza Inn
- General Dynamics
- New York Life Ins. Co.
- Hertz Corp.
- Owens-Illinois
- Chase-Manhattan Bank



the drawing board, inc.

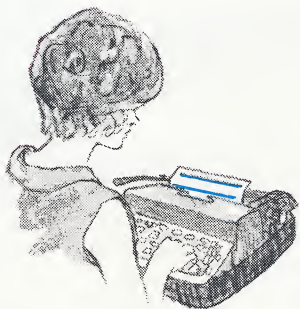
256 REGAL ROW • DALLAS, TEXAS 75221



NOTE-O-GRAMS®

**The most
Convenient, Versatile
and Economical
letter forms in
America today!**

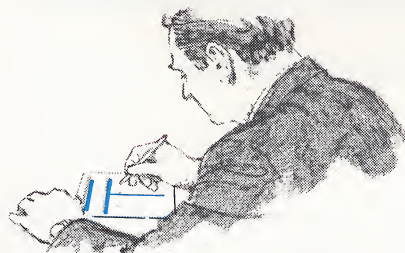
SECRETARIES love Note-O-Grams!



"I get twice as many letters out in one-half the time . . . Thanks to Note-O-Grams."

- No messy carbons to touch
- No envelopes to address
- No searching through files for original letter. It's always there with the reply.
- No interleaving of carbons and second sheets. Note-O-Grams come as a set . . . ready to use!

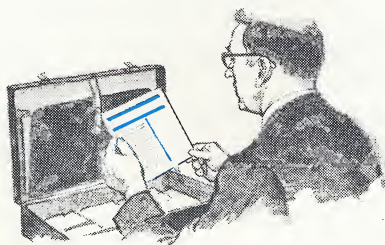
BUSINESSMEN praise Note-O-Grams!



"We've found so many uses for Note-O-Grams, we don't know how we ever got along without them. Please repeat our previous order."

- Perfect for all correspondence, especially for short letters and fast replies.
- Note-O-Grams bring immediate answers. Give receiver a place to reply.
- Automatically provide follow-up copies.
- Use pen, pencil or typewriter. Busy executives can handle much of their own last-minute correspondence.

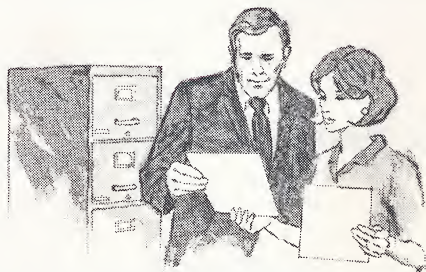
SALESMEN prefer Note-O-Grams!



"Note-O-Grams are just what I've been looking for. Help me keep in touch with company and customers while on the road."

- Perfect for men on the road when speed and brevity are essential.
- Pen, pencil or typewritten . . . the message always looks neat.
- Follow-up copies are automatically provided. No messy carbons for salesmen to carry.
- Easy to take along. Note-O-Grams are compact and always handy.

RECIPIENTS appreciate Note-O-Grams!



"Note-O-Grams are the easiest to use letter-forms yet! I'd like some for my office. Please send further information."

- Bring fast action. Note-O-Grams provide place for reply right next to message.
- Eliminate frills and unnecessary expense in correspondence.
- Give recipient file copy with both message and reply on same sheet of paper.
- Note-O-Grams keep correspondence simple and functional!

Cut correspondence costs in half with **NOTE-O-GRAMS®**

Get out twice as many letters with this handy, speedy letter form that is perfect for all routine correspondence. Secretaries and businessmen all over the country say it's the answer to today's great need for fast, economical communications . . . and it's so simple to use: Carbons and copy sheets are already in place. The address shows through a regular #10 window envelope, and both sender and receiver get automatic copies of both message and reply on one sheet!

Note-O-Grams eliminate addressing envelopes and searching through files . . . a real time and money saver!

PRICE SCHEDULE

PRICES INCLUDE IMPRINTING IN RED OR BLACK INK

Quantity	Regular Size (N-R73)	NCR Regular (N-N73)	8½ x 11 Size (N-R113)	#10 Window Envelopes EV-GX*
500	14.95	19.95	17.85	X
1000	26.75	34.95	32.15	9.95
2000	47.60	65.00	57.80	17.50
3000	65.85	90.00	76.95	25.50
4000	82.00	112.00	98.60	32.00
5000	97.50	133.00	118.25	36.50

*Black ink only.

NOTE-O-GRAM®
© THE DRAWING BOARD • BOX 505 • DALLAS, TEXAS

YOUR COMPANY NAME

YOUR ADDRESS • CITY, STATE, ZIP CODE • TELEPHONE NUMBER

M E S S A G E

R E P L Y

TO

DATE

DATE

BY

SIGNED

INSTRUCTIONS TO SENDER:

1. KEEP YELLOW COPY. 2. SEND WHITE AND PINK COPIES WITH CARBON INTACT.

INSTRUCTIONS TO RECEIVER:

1. WRITE REPLY. 2. DETACH STUB, KEEP PINK COPY, RETURN WHITE COPY TO SENDER.

Note-O-Grams fold just once to fit #10 envelopes (Item EV-GX). Imprinted with name and address. See price schedule above.

(Form N-R73)

Size 8½" x 7¾"

NCR and 8½x11 STYLES

NCR (No Carbon) NOTE-O-GRAM (Form N-N73)

The modern, chemical action of NCR paper gives you clear, clean copies without carbon interleaving, on this regular size Note-O-Gram (8½ x 7¾). Prices include personalizing in Red or Black Ink.

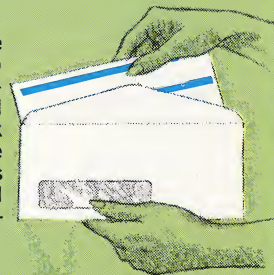
8½ x 11 NOTE-O-GRAM (Form N-R113) A larger Note-O-Gram designed for correspondence requiring longer messages or replies, folds twice to fit #10 window envelope. Prices include personalizing in Red or Black Ink.

How NOTE-O-GRAMS work:

- 1 Write or type message on first page (white). No messy carbons or second sheets to handle — carbon sheets are already in place so you automatically get 2 copies.



- 2 You snap out the middle (yellow) copy for your follow-up file. You mail the white and pink copies intact. The address shows through standard #10 window envelopes.



- 3 The recipient writes or types his reply right on the Note-O-Gram. He keeps the pink copy for his files and mails the white back to you. He can do this in a matter of minutes, and usually does. You get fast action.



- 4 You receive the white copy with the recipient's reply. No hunting for your original letter because it, and the reply, are all there on one page.





YOUR COMPANY NAME

YOUR ADDRESS • CITY, STATE, ZIP CODE • TELEPHONE NUMBER

MESSAGE

REPLY

TO

DATE

The Extra Quality of **NCR** Paper®

This actual sample of Form N-N73 gives you crisp, clean, legible copies without carbons. Reproduces ball pen, pencil or typewriter without skips or misses. Try it!

30 DAY FREE TRIAL OFFER!

Use NOTE-O-GRAMS® for 30 days at our expense. Then if you don't think they deserve continued use in your office just return the unused balance to us. We'll pay the postage back, and you won't owe us a penny.

It costs you nothing to test NOTE-O-GRAMS®. Your satisfaction is unconditionally guaranteed.

PRICE SCHEDULE All prices include printing your company name, address and telephone number in red or black ink.

Quantity	NCR Regular (N-N73)	Regular Size (N-R73) (Carbon Interleaf)	8½ x 11 Size (N-R113) (Carbon Interleaf)	#10 Window Envelopes EV-GX
500	19.95	14.95	17.85	
1000	34.95	26.75	32.15	9.95
2000	65.00	47.60	57.80	17.50
3000	90.00	65.85	76.95	25.50
4000	112.00	82.00	98.60	32.00
5000	133.00	97.50	118.25	36.50

(EV-GX Prices F.O.B. Dallas)

BY

N-N73 © 1975 The Drawing Board, Inc., Box 505, Dallas, Texas

INSTRUCTIONS TO SENDER:

1. KEEP YELLOW COPY. 2. SEND WHITE AND PINK COPIES INTACT.

DATE

☐ Please send us _____ Note-O-Grams® on your 30 day free trial offer.

☐ NCR Regular Size (N-N73)

☐ Regular Size (N-R73) (Carbon Interleaf)

☐ 8½" x 11" Size (N-R113) (Carbon Interleaf)

Please use (check one) ☐ Red Ink ☐ Black Ink.

☐ Also send us _____ #10 Window Envelopes (EV-GX) Black Ink only.

Imprint as follows:

Company Name _____

Address _____

City _____ State _____

Zip Code _____ Telephone No. _____

☐ Check enclosed (The Drawing Board pays postage). Money will be promptly refunded if you are not completely satisfied.

☐ Bill us later.

SIGNED

INSTRUCTIONS TO RECEIVER:

1. WRITE REPLY. 2. DETACH STUB, KEEP PINK COPY, RETURN WHITE COPY TO SENDER.

CAN'T BE MISSED!



ITEM C-10
Size 5 3/4" x 4 1/2"

THE SAFE WAY TO HANDLE SHIPPING PAPERS

Your papers stay with your shipments in these eye-catching Packing List Envelopes. Mismatches and delays are prevented. They stick to any surface and stay. Each is semi-transparent plastic in fluorescent orange with a bold printed message. They can't miss it.

WATERPROOF • SELF-ADHESIVE • BRILLIANT COLOR • INEXPENSIVE • 100% GUARANTEED

Quantity	25,000	10,000	5,000	3,000	2,000	1,000
Price per thousand	\$18.90	\$19.90	\$22.90	\$24.90	\$26.90	\$29.90

EASY TO USE!



TO INSERT PAPERS — Slip through slit on righthand back side of envelope.



TO APPLY TO CARTON — Peel backing and press in place. Papers can still be put in or taken out. Remove remaining strip to seal.

PACKING LIST ORDER FORM

Please send the following:

- ☐ Check enclosed
- ☐ Bill us later

Quantity	Item Number	Price	Office use only

SHIP TO (please print) (To speed delivery of your order, we suggest you use your street address instead of a post office box number (if any). We ship by UPS, parcel post or truck, whichever is most economical.)

TOTAL

Firm Name _____ Street Address _____
City _____ State _____ Zip _____ Phone _____
Authorized by _____

0035-H

A woman with blonde hair, wearing a red short-sleeved shirt and a patterned necklace, is smiling while talking on a white rotary telephone. She is sitting at a wooden desk, holding a yellow pencil over an open spiral-bound notebook. The background is a solid yellow wall.

Phone-O-Grams make it easy to record every detail of phone-in information. Originals are passed on to the persons called. Clean, neat NCR carbonless copies are produced automatically and kept permanently bound for reference and follow-up. Questions about any message — last hour or last month — are promptly answered. Misunderstandings and embarrassment are avoided even if the original is misplaced.

4 Books (1,100 calls and duplicates)	\$ 8.80
8 Books (2,200 calls and duplicates)	15.90
16 Books (4,400 calls and duplicates)	28.60
32 Books (8,800 calls and duplicates)	51.40

10321

PHONE-O-GRAM for:

M. _____ of _____

☐ Telephoned ☐ Please return the call ☐ Will call again ☐ Came in ☐ See me

Message: _____

Phone: _____ Date _____ Time _____ By _____

PHONE-O-GRAM for:

M. _____ of _____

☐ Telephoned ☐ Please return the call ☐ Will call again ☐ Came in ☐ See me

Message: _____

Phone: _____ Date _____ Time _____ By _____

PHONE-O-GRAM for:

M. _____ of _____

☐ Telephoned ☐ Please return the call ☐ Will call again ☐ Came in ☐ See me

Message: _____

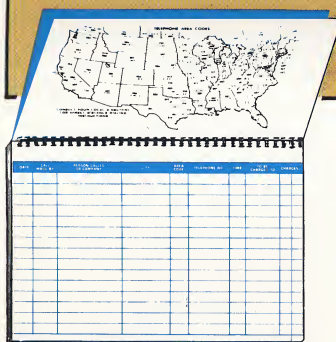
Phone: _____ Date _____ Time _____ By _____

Item PGS

Size 6 1/4

NCR® Paper—A registered trademark of National Cash Register Company

Item P G S



You can prove the value of Phone-O-Grams without risk. And by ordering promptly, you'll receive a **special bonus**: A FREE Long Distance Log book. Use it and you'll know instantly where, when and by whom every long distance call was made and what the charges were—for over 1000 calls.

And you must be satisfied. Try Phone-O-Grams for 30 days. If they don't step up efficiency and please you in every way, send them back at our expense and owe nothing. Time is limited on this special offer. So don't delay. Mail the handy form today!

Free!

Phone _____ Signed by _____

Quantity	Item Number	Price
Total		

003510



the drawing board, inc. 256 REGAL ROW • DALLAS, TEXAS 75221

256 REGAL ROW • DALLAS, TEXAS 75221

0035-H



11 TIP-TOP IDEAS TO KEEP YOU ON TOP ALL YEAR!

Dear Sir:

You'll keep your office humming in '71 with these winning ideas. Pep up procedures to peak efficiency. Reflect greater prestige for you and your business. Cut costs. Raise morale. Save time. Boost profits. You'll find new and better ways of doing things. And save money, too.

Look them over and make your selections. They'll help keep you on top all year long.



DIRECTOR WOOD PENCILS - Premium grade wood pencils that write like a million. Special introductory offer gives you a gross FREE for every gross you buy. A value-packed special on the most versatile, efficient and economical writing instrument you can use.



NOTE-O-GRAMS - You'll cut correspondence costs in half with these speedy forms. Message and reply on one piece of paper for sender and receiver. File and follow-up copies produced automatically. Busy executives write much of their own, saving time and secretarial costs. Dramatic savings in a major area of your office operation.



PERSONALIZED MEMO PADS - Bright colorful designs with names imprinted get attention, make things happen. A very economical way to provide morale-building 'status' for your key people and speed up communications all around.



COMMENTATOR PENS - Extra special value. You can buy any amount of the smoothest writing pens in America and get the same amount FREE. Half your pen inventory for nothing! Don't delay on this one.



MAILING LABELS - You'll save time and effort and promote your business on outgoing mail with these handsome, imprinted labels. Pressure-sensitive for easy affixing. Three attractive colors on fine quality Kromekote. Economy prices for First Class and Parcel Post.



PERSONAL STATIONERY - Superb new Executive Exclusive stationery for the personal use of executives and professionals. Matching fold-over notes and memo pads included in special combination offer, saves 20%. Always right for every occasion.



MAIL-O-GRAMS FOR MEN - Brand new innovation -- the busy executive's complete correspondence kit. Wirebound book of memos and NCR copies goes anywhere. Write in flight, from stop-overs, out-of-town headquarters. Mail in window envelope, no addressing. Fast, easy and convenient.

more



 **PHONE-O-GRAMS** - The TOTAL phone message system. Comprehensive originals dispatch message details to persons called. Permanent wirebound NCR carbonless copies kept for easy reference and fool-proof follow-up. Try for 30 days. If you don't make big savings in time, effort and money, you don't pay.

 **PACKING LIST ENVELOPES** - Safe, sure way to handle shipping papers. Papers stay with shipments in eye-catching fluorescent orange plastic envelopes with bold printing. Stick to any surface and stay. Can't be overlooked.

 **LADIES' PERSONALIZED PADS** - Bright, colorful notepads designed especially for the ladies. Brighten up office with separate designs keyed to individual tastes. An economical way to improve communications and boost morale.

 **BUSINESS ENVELOPES** - Top quality envelopes priced right. Our custom high-speed equipment and large volume give you crisp imprinting and first quality materials at economy prices. Order now for big savings.

That's the story -- eleven ways to stay on top with speed, efficiency, good looks and economy. Further details with price information are described in the enclosed materials. And every one carries our 100% guarantee. If they don't please you in every way, send them back at our expense and owe nothing.

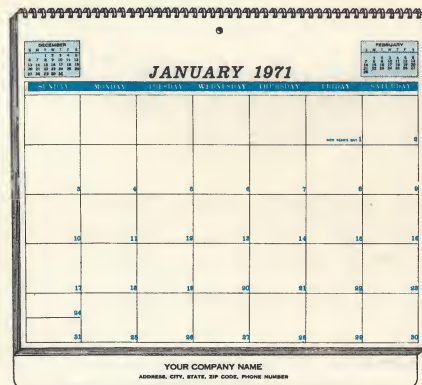
Use the Stay-On-Top Order Form and postage-free envelope to mail us your choices. We'll rush them back to you so you can start enjoying their outstanding advantages without delay. Mail the form TODAY.

Sincerely,

Selwyn George

Selwyn George
President

0035-C

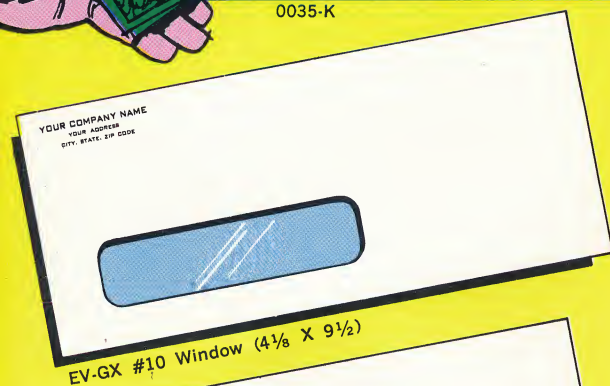


P.S. As a special FREE bonus for ordering any of these top products, we'll send you a fresh new 16-month 1971-72 MEMO-CALENDAR. You'll find it handy for scheduling appointments, conferences, recording investments memoranda, remembrance dates, vacations and other business happenings. It's our way of saying "thanks" for your prompt order.

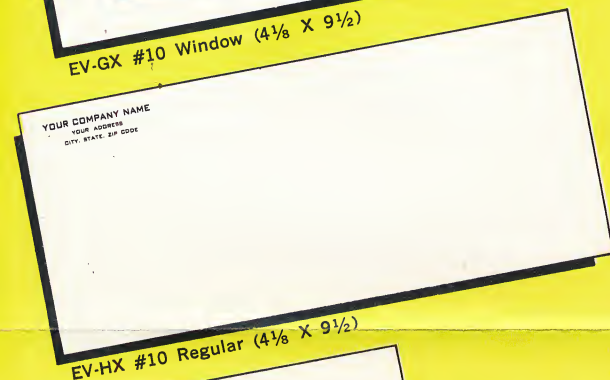


HERE'S YOUR BEST VALUE IN BUSINESS ENVELOPES

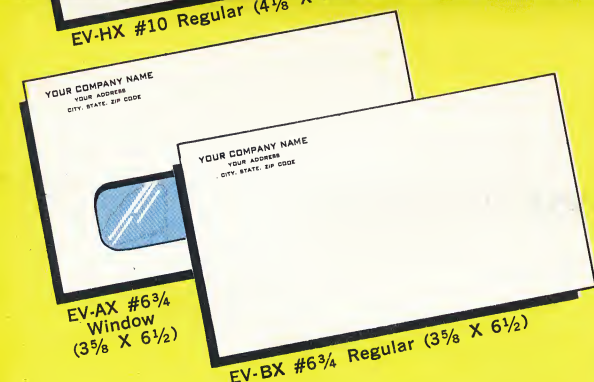
0035-K



EV-GX #10 Window (4 1/8 X 9 1/2)



EV-HX #10 Regular (4 1/8 X 9 1/2)



EV-AX #6 3/4 Window (3 5/8 X 6 1/2)

EV-BX #6 3/4 Regular (3 5/8 X 6 1/2)

Now you can get top quality envelopes for your office at prices you'd expect to pay for cheaper grades. Due to a tremendous increase in volume and installation of new custom-made high-speed equipment we are producing our same top grade envelopes for less. And we're passing the savings on to you!

BIG QUANTITIES MEAN BIG SAVINGS

Our new low prices drop sharply for even bigger savings on large orders. So it's wise to stock up for as long a period as you expect to use business envelopes. They'll stay fresh. Our quality materials and safeguard packaging see to it. Order big and save big. Mail the handy form today!

NEW LOW PRICES

EV-GX #10 Window

Quantity	1,000	2,000	5,000	10,000	25,000
Price per 1,000	\$11.85	\$10.75	\$ 9.31	\$ 9.11	\$ 8.98
Total Price	\$11.85	\$21.50	\$46.55	\$91.05	\$224.60

EV-HX #10 Regular

Quantity	1,000	2,000	5,000	10,000	25,000
Price per 1,000	\$ 9.95	\$ 8.59	\$ 7.67	\$ 7.46	\$ 7.34
Total Price	\$ 9.95	\$17.90	\$38.35	\$74.60	\$183.45

EV-AX 6 3/4 Window

Quantity	1,000	2,000	5,000	10,000	25,000
Price per 1,000	\$11.50	\$10.25	\$ 7.85	\$ 7.02	\$ 6.89
Total Price	\$11.50	\$20.50	\$39.00	\$70.15	\$172.30

EV-BX 6 3/4 Regular

Quantity	1,000	2,000	5,000	10,000	25,000
Price per 1,000	\$ 9.75	\$ 8.43	\$ 6.37	\$ 6.22	\$ 5.55
Total Price	\$ 9.75	\$16.85	\$31.85	\$62.15	\$138.85

MAIL THIS HANDY FORM TODAY!

Please send the following:

- ☐ EV-AX 6-3/4 Window _____ quantity ☐ EV-GX #10 Window _____ quantity
- ☐ EV-BX 6-3/4 Regular _____ quantity ☐ EV-HX #10 Regular _____ quantity

SHIP TO AND IMPRINT AS FOLLOWS: (please print)

Company Name _____

Street Address _____

City _____ State _____ Zip _____

☐ Check enclosed ☐ Bill us later

Phone _____ Signed by _____

003510



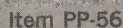
the drawing board, inc.

256 REGAL ROW • DALLAS, TEXAS 75221 • (214) 637-0390

CHECK THESE QUALITY FEATURES

- ✓ **Printing**—New sophisticated presses produce sharp and clear jet black impressions of your return address on first quality 24# white wove paper. Prices include up to 4 lines in our standard business type style.
- ✓ **Windows**—You get crystal clear acetate in window envelopes, not murky glassine or other inferior material.
- ✓ **Packaging**—You'll have no more flimsy packages to allow jumbling and wrinkling of envelopes before they're used. The Drawing Board's envelopes are neatly packed in sturdy cartons for maximum protection and easy storage.
- ✓ **Guaranteed**—Our business envelopes, like all our products, carry our unconditional guarantee. If you are not completely satisfied, we'll promptly refund your money.

You can help your key people do a better job and let them know they're appreciated with personalized memo pads. They'll use them for notes, memos, requests — all kinds of fast inter-office communications. And they'll appreciate the "status" of having their names individually printed on each memo. Personalized memo pads are a very inexpensive way to improve your office communications and morale, too. Get your order in the mail today!



Order promptly and we will include this handsome and useful vinyl cover for each name on your list. These custom made covers protect memos from smudge and keep them flat and neat. Order now for all your key personnel. Return the handy order form today! You must be 100% satisfied or you owe us nothing.

Item	10 pads (1000 sheets)	20 pads (2000 sheets)	30 pads (3000 sheets)	50 pads (5000 sheets)
PP-96 (5½ x 8½)	\$10.50	\$19.50	\$28.50	\$46.75
PP-58 (4 x 5½)	\$ 8.50	\$15.50	\$22.50	\$36.75
PP-56 (4 x 5½)	\$ 7.50	\$13.50	\$19.50	\$31.25
PP-66 (4 x 5½)	\$ 7.50	\$13.50	\$19.50	\$31.25
C-1 (cover)	no charge	no charge	no charge	no charge

MINIMUM ORDER PER NAME IS 10 PADS

☐ Please send the following, including one free Vinyl Cover for each name listed.

[illegible]

Ship to (please print)

Firm Name _____

Street Address _____

City_____

State _____ Zip _____

Phone _____

Authorized by _____

☐ Check Enclosed ☐ Bill us later

the drawing board, inc.

256 REGAL ROW • DALLAS, TEXAS 75221 • (214) 637-0390

MINIMUM ORDER PER NAME IS 10 PADS

003510 Total

Item PP-99 5½" x 8½"

Item PP-124
5½" x 8½"

Item PP-97
5½" x 8½"

Item PP-121
4" x 8½"

0035-J

FOR THE BEAUTIFUL PEOPLE!

Her name on one of these bright, colorful notepads makes a sunny way to pen notes and memos. Choose the modern mushroom, wise owl, fanciful flower or little ladybug. Better still, brighten up your office with separate designs for each of the ladies, keyed to their individual tastes. Printed in attractive colors with personalizing in black ink on high quality memo bond — 100 sheets to the pad. Order for all today and watch spirits rise.

PRICES INCLUDE IMPRINTING IN BLACK INK

Item PP-97, PP-99 PP-121 and PP-124	10 pads (1000 sheets)	20 pads (2000 sheets)	30 pads (3000 sheets)	50 pads (5000 sheets)
	\$10.50	\$19.50	\$28.50	\$46.75

MINIMUM ORDER PER NAME AND DESIGN IS 10 PADS
(Please specify Item No. by name when ordering)

MAIL THIS HANDY ORDER FORM TODAY!

☐ Please send the following Note pads:

☐ Check enclosed ☐ Bill us later

ITEM NO.	NUMBER OF PADS	IMPRINT NAME (please print)	PRICE	OFFICE USE ONLY
TOTAL				

IMPRINT INSTRUCTIONS (Please help our highly-skilled typesetters and proofreaders do a good job for you by clearly printing exact imprint information. Thank you.)

SHIP TO (please print) (To speed delivery of your order, we suggest you use your street address instead of a post office box number (if any). We ship by UPS, parcel post or truck, whichever is most economical.)

Firm Name _____

Street Address _____

City _____ State _____

Zip Code _____ Phone _____

Authorized by _____

003510



the drawing board, inc.

256 REGAL ROW • DALLAS, TEXAS 75221 • (214) 637-0390

NEW! NCR *Paper* MAIL-O-GRAMS®...for use anywhere!



Item MGO (8½ x 8½)

Here's the busy businessman's complete correspondence kit. Compact hardcover wirebound book contains 50 hand-somely imprinted memos with 50 clean, smudgeless NCR carbonless copies in place. Handy 8½" x 8½" size. Carry them along for fast correspondence at the office, at home or on trips. Traveling executives can write memos

in flight, during stopovers and at out-of-town headquarters. No envelope addressing. Mail-O-Grams fold once to fit #10 window envelope. Copies stay bound for easy reference and follow-up. Our newest innovation in fast, economical communications. Try them. You'll never be without them.

MAIL THIS HANDY FORM TODAY!

GUARANTEE — All Mail-O-Grams are unconditionally guaranteed. If they don't please you in every way, return them at our expense for prompt 100% refund.

- ☐ Check enclosed
☐ Bill us later

Please send the following:

Quantity	For personalizing add:
☐ 5 Books (250 Mail-O-Grams and 250 duplicates).....	\$10.00 \$2.00
☐ 10 Books (500 Mail-O-Grams and 500 duplicates).....	\$18.50 \$2.50
☐ 20 Books (1,000 Mail-O-Grams and 1,000 duplicates).....	\$35.15 \$3.00
☐ 40 Books (2,000 Mail-O-Grams and 2,000 duplicates).....	\$66.60 \$4.00
☐ 100 Books (5,000 Mail-O-Grams and 5,000 duplicates).....	\$148.00 \$7.00

MINIMUM ORDER 5 BOOKS

SHIP TO AND IMPRINT AS FOLLOWS (Please Print):

Name _____

Street Address _____

City _____ State _____

Zip _____ Phone _____

Signed by _____

003510



the drawing board, inc. 256 REGAL ROW • DALLAS, TEXAS 75221

0035-M

NEW FROM THE DRAWING BOARD!

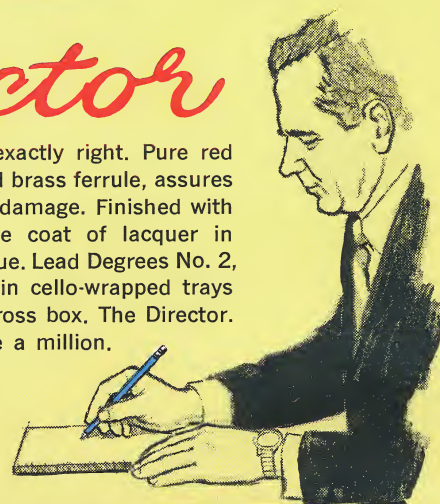
with a Special Introductory Offer



Premium Grade Wood Pencils. Here's the most versatile, efficient and economical writing instrument you can use. The Drawing Board Director. Made to premium standards exclusively for us by one of the nation's leading pencil manufacturers.

It has Permalock Lead Bonding. Wood and lead welded into a single unit for stronger and longer writing. Straight-grained western cedar, with lead

perfectly centered, sharpens exactly right. Pure red rubber eraser, mounted in solid brass ferrule, assures cleaner erasing without paper damage. Finished with eight coats of paint and one coat of lacquer in handsome Drawing Board Blue. Lead Degrees No. 2, No. 2½ and No. 3. Packaged in cello-wrapped trays of 12. Six trays to the half-gross box. The Director. The 10¢ pencil that writes like a million.



BUY 1-GET 1 FREE

As a special introductory offer, you can buy 1 gross of Directors — list price \$14.40 — and we'll give you another gross absolutely FREE. We want you to test its outstanding quality for yourself. And we'll give you a gross FREE for every gross you buy. 10 gross for 10 gross, or 100 for 100. No limit. Except time. And, as always, your satisfaction is guaranteed 100% or you owe nothing. Mail the handy form TODAY.

THE DIRECTOR - Item No. DIR INTRODUCTORY PRICE SCHEDULE

Order this Quantity	Get this Quantity FREE	Total Value	Total Number Pencils	Our Price to You
1 gross	1 gross	\$ 28.80	288	\$ 14.40
2 gross	2 gross	57.60	576	28.80
3 gross	3 gross	86.40	864	43.20
10 gross	10 gross	288.00	2,880	144.00

Minimum Order 1 gross with 1 gross FREE.



MAIL THIS HANDY FORM TODAY!

☐ Please send me _____ gross of Drawing Board Director pencils at \$14.40 per gross and send me an equal number FREE.
(Minimum order 1 gross with 1 gross FREE.)

SHIP TO (Please print):

☐ No. 2 _____ gross.
(how many)

☐ No. 2½ _____ gross.
(how many)

☐ No. 3 _____ gross.
(how many)

☐ Check enclosed

☐ Bill us later

Company _____

Your Name _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Signature _____



MONEY-BACK GUARANTEE:
All merchandise sold on a Money-back Guarantee of
COMPLETE SATISFACTION

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

First Class

Permit No. 5670

Dallas, Texas

BUSINESS REPLY MAIL

No Postage Stamp Necessary if mailed in the United States. Postage will be paid by:



the drawing board, inc.

Offices: 256 REGAL ROW

BOX 505

DALLAS, TEXAS 75221



YOUR COMPANY NAME

YOUR ADDRESS

CITY, STATE, ZIP CODE

TO:

4TH CLASS MAIL. POSTMASTER THIS PARCEL MAY BE OPENED FOR POSTAL INSPECTION IF NECESSARY

Drawing Board COMMENTATOR points the way!

THE DRAWING BOARD, INC. • *The Commentator*

0035-F

SPECIAL NEW PEN!

We tested a lot of pens before we found one we wanted to call our own. And here it is! The Drawing Board Commentator.

Two things make it outstanding. It has the Drawing Board brand. That guarantees it. Unconditionally. And it's manufactured especially for us by the nation's leading pen manufacturer. That makes it the smoothest writing pen in America. You won't find a better medium point pen for 25¢.

SPECIAL FREE OFFER!

We're so sure the Commentator is today's best pen value that we'll give you one to try it. We'll even give you one FREE for every dozen you order.

There's no limit on the number of dozens you can order. Buy 3 dozen Commentators and we'll give you 1 dozen absolutely FREE. Buy 6 dozen and we'll give you 2 dozen FREE. Even 50 dozen for 50 dollars and we'll be giving away as many as 49 dozen FREE. There's no limit on the number of dozens you can order. We can't just get people to try the Commentator. Once you use, we're sure you'll order again. So don't wait. There is a time limit. Mail the handy form today!

MAIL THIS HANDY FORM TODAY!

☐ Please ship _____ dozen Drawing Board Commentators at \$3.00 per dozen and send me an equal number FREE.
(minimum order 3 dozen, with 3 dozen free)

☐ Check enclosed

☐ Bill us later

QUANTITY OF EACH COLOR

COLOR	ORDER	FREE
Red		
Black		
Blue		

(Colors may be mixed in even dozens)

SHIP TO (Please Print):

Company _____ Your Name _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Signature _____

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 the drawing board, inc. 256 REGAL ROW • DALLAS, TEXAS 75221 • (214) 637-0390

SPECIAL INTRODUCTORY • OFFER •

Buy 3 dozen Drawing Board Commentator Pens — list price \$9.00 — and get 3 dozen FREE — Total value \$18.00. You save \$9.00! Order as many as you want and get the same number FREE!

A man in a dark suit and patterned tie sits at a dark desk, smiling at the camera. He is holding a white sheet of paper in his right hand. On the desk in front of him are several other sheets of paper and a black pen holder containing several blue pens. A potted plant with green and yellow leaves is visible on the left side of the desk. The background is a plain, light-colored wall.



William C. Barron
11932 BRECKENRIDGE DRIVE HOUSTON, TEXAS 77046

CRANE



William C. Barron
11932 BRECKENRIDGE DRIVE HOUSTON, TEXAS 77046

Barron
ON, TEXAS 77046

(price separately \$45.00)

CRANE

100% RAG PARCHMENT

William C. Barron

11932 BRECKENRIDGE DRIVE
HOUSTON, TEXAS 77046

L-700N Executive Note 4" x 5" (folded)

CRANE

L-700N
PRICE SCHEDULE

100 sets	\$15.00
200 sets	\$28.00
500 sets	\$50.00
1000 sets	\$85.00
Add'l 500's	\$37.50

(Each set includes one fold-over note plus envelope imprinted as illustrated.)

FROM THE DESK OF
William C. Barron.

Size 5 1/2

Matching Pads

10 pads (1M sheets)	\$13.00	30 pads (3M sheets)	\$36.00
20 pads (2M sheets)	\$24.50	50 pads (5M sheets)	\$59.25

STYLE E

Quantity	Item Number	Type Style	Price
Total			



Envelope 3 7/8" x 7 1/2"

CRANE
100% RAG BOND

L700-X Letterhead 7 1/4" x 10 1/2"

and other correspondence. Moreover, a personal executive letterhead reflects your company's courtesy and propriety as well as your own.

The L-700X is the perfect choice. You can select the just-right type style from the four handsome faces illustrated. Your imprint will be produced in sharp, raised, rich brown Dimension-Print, matching the look and feel of fine engraving. And the paper — carrying the dignity and prestige of the Crane watermark — is crisp, currency-like 100% rag extra number one Bond. Order yours today.

L-700X PRICE SCHEDULE (Each set includes a personalized letterhead plus envelope imprinted with name and address as illustrated. NOTE: If you prefer name only on Letterhead and address only on Envelope, please specify Item No. L-700X2 — no change in price.)

100 sets	\$17.00	1000 sets	\$90.00
200 sets	\$32.00	Add'l 500's	\$40.50
500 sets	\$55.00		

Plain unprinted Cranes 100% Rag Bond second sheets (minimum order 100):
Item No. SS7X (7 1/4" x 10 1/2").....\$2.50 per 100

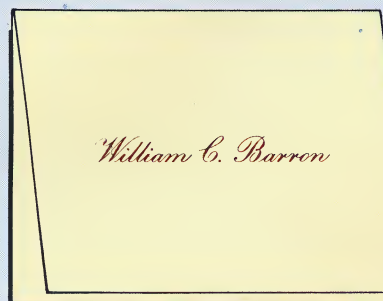
Executive Suite

Order combination Item No. L-700XC — get 100 sets of L-700X Letterheads and Envelopes, 100 sets of L-700N Notes and Envelopes and 10 L-700P notepads for only \$34.95

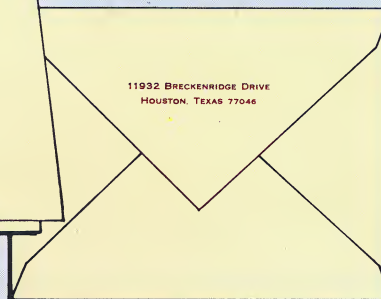
(price separately \$45.00)

For Notable Correspondence

CRANE
100% RAG PARCHMENT



L-700N Executive Note 4" x 5" (folded)



Baronial Envelope 4 1/8" x 5 1/8"

Your hand-written notes will convey personal warmth with subtle dignity when penned on L-700N Executive Notes. These handsome fold-overs are ideal for invitations, notes of appreciation and other brief personal messages.

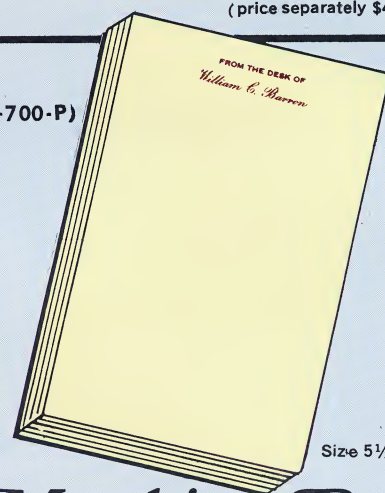
Dimension-Printing in rich brown looks like expensive engraving. Stock is crisp and sturdy, fine-textured Crane 100% Rag Parchment. Eminently correct.

L-700N PRICE SCHEDULE

100 sets	\$15.00
200 sets	\$28.00
500 sets	\$50.00
1000 sets	\$85.00
Add'l 500's	\$37.50

(Each set includes one fold-over note plus envelope imprinted as illustrated.)

(Item L-700-P)



Size 5 1/2" x 8 1/2"

Matching Pads

Coordinate all of your personal executive stationery by adding "From The Desk Of" matching pads. These are plain-printed (not Dimension-Print) in brown on high quality cream-white stock to match the style and color of your personal Letterheads and Notes. See above for special combination offer. A tasteful desk accessory.

10 pads (1M sheets)	\$13.00	30 pads (3M sheets)	\$36.00
20 pads (2M sheets)	\$24.50	50 pads (5M sheets)	\$59.25

CHOOSE

4 DISTINCTIVE

TYPE STYLES

Jonathan R. Morrison

STYLE A

LESTER R. STOREY, CPA

STYLE C

ALEXANDER M. VERNON

B

William C. Barron

STYLE E

MAIL THIS HANDY FORM TODAY!

Imprint Copy for L-700X (Please Print)

Imprint Copy for L-700P (Please Print)

Imprint Copy for L-700N (Please Print)

OUR GUARANTEE — Try our products for 30 days without obligation. If at the end of that time you are not fully satisfied you may return the unused balance at our expense and you will owe us nothing.

Please send the following:

☐ Please send _____ second sheets.

☐ Check enclosed

☐ Please Bill us later

SHIP TO (Please Print)

Company Name _____

Your Name _____

Street Address _____

City _____

State _____

Zip _____

Phone _____

Signed by _____

Quantity	Item Number	Type Style	Price
Total			

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the drawing board, inc.

256 REGAL ROW • DALLAS, TEXAS 75221

0035-L



PRICE SCHEDULE

Item	500	1,000	2,000	5,000
FCL-1	\$9.95	\$17.95	\$34.95	\$85.95
3CL-1	\$9.95	\$17.95	\$34.95	\$85.95

Minimum Order 500 Labels • Prices Include Imprinting

COLORFUL, NEW PRESSURE SENSITIVE... MAILING LABELS



Make every mailing piece a part of your advertising by using custom mailing labels. Colorfully imprinted with your company name and address. Pressure-sensitive backs eliminate distasteful and messy moistening. Printed in three attractive colors on finest quality Kromecote stock. Two styles from which to choose — "First Class" or "Parcel Post."

ORDER FORM

PLEASE SEND THE FOLLOWING:

☐ FCL-1 _____ (Quantity) ☐ 3CL-1 _____ (Quantity)

SHIP TO and IMPRINT AS SHOWN: (please print)

Company Name _____

Street Address _____

City _____ State _____ Zip _____

Authorized by _____

☐ Check Enclosed

☐ Bill Us Later

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the drawing board, inc.

256 REGAL ROW • DALLAS, TEXAS 75221